



OUTFRONT/

The Power to *Move*

IRL Media Across the U.S.A.

IRL Media by OUTFRONT

We Build Brands in the Real World

THE POWER TO MOVE *Hearts.
Minds.
Metrics.*

Real life moves people.

It moves hearts. It moves minds. It moves culture.
And it moves business.

That's the power of IRL media.

IRL media is where brands become part of people's everyday lives. It builds trust and credibility by showing up in the shared places where we live, work, play, and celebrate — **turning physical spaces into meaningful moments** that people experience, remember, and share.

It's **bold, immersive brand experiences**. Fan zones. Activations. Stadiums. Drone shows. Augmented reality. It's every opportunity for brands to show up in the real world with creativity, relevance, and impact.

At OUTFRONT, we're known for helping brands harness the power of the real world. By combining iconic media, breakthrough creative, data-driven intelligence, and innovative technology, we create IRL experiences that **build trust, shape culture, and drive measurable results**.

Because when brands show up where life happens, they don't just capture attention, they create connection. They don't just reach audiences, they move them.

That's the power to move.

The power to move hearts.
The power to move minds.
The power to move metrics.

OUTFRONT. The power to move.

Why IRL? *Why OUTFRONT?*

Premium Places & Platforms



Everywhere You Want to Be.

OUTFRONT ensures that each media placement we invest in is premium. From Times Square to the Sunset Strip (and everywhere in between), our iconic inventory puts brands at the center of culture, surrounding tentpole moments like Coachella, the Super Bowl, and more. Across the top 50 markets, our network spans sought-after urban centers, busy suburban highways, and bustling transit systems that deliver attentive audiences at scale as they live their lives.

Immersive Creative



The World Is Your Canvas.

There are some things you simply can't do on a screen alone. And that's the beauty of IRL media! It's not just another rectangle. Instead, the whole environment surrounding an ad canvas can become a part of the experience. From brand activations to station dominations, from 3D props to special effects, this is the channel where imagination comes to life and people can't help but share.

Strategic Storytelling



For Brands That Think Bigger.

What does a breakthrough brand experience look like? That depends on the brand. When it comes to creating connection, there's no such thing as one-size-fits-all. Thankfully, the in-house strategists and creative experts of our Brand Solutions team bring with them fresh ideas and untapped opportunities to help advertisers of all kinds achieve their goals.

Real-Time Digital



Cutting-Edge Capabilities.

Digital out of home combines the scale and impact of IRL media with the flexibility and speed-to-market of digital marketing. Start with sophisticated audience targeting. Reach that audience with dynamic creative to maximize the impact of every impression. IRL campaigns can even incorporate future-forward elements like augmented reality, AI interactions, and shareworthy 3D creative.

Trends Shaping *IRL Media*

Destination Media



Brand Experiences Worth Traveling For

The best IRL experiences aren't just seen, they're sought out. Brands are transforming media assets into destinations people visit, capture, and share, generating influence far beyond their physical footprint.

Examples: Immersive installations, iconic takeovers, experiential billboards, branded public spaces

Amplifying Voices & Moments



Media That Moves With Culture

IRL media connects brands to the moments, communities, and passions already shaping culture. From sporting events and music festivals to creators and fandoms, brands participate in a way that feels authentic, organic, and fun - rather than intrusive or unearned.

Examples: Sports moments, fan activations, concert and festival takeovers, creator-led experiences

Breaking The Board



Creativity Without Boundaries

Most advertising formats are containers for creativity. But when an idea is too big to fit in a box, that's when IRL media really stands out. Through 3D creative, architectural integrations, and physical storytelling, the medium becomes part of the message. Showstopping and widely shared.

Examples: 3D billboards, custom extensions, building wraps, installations, environmental takeovers

Interactive IRL



Where Audiences Become Participants

Advertising is no longer a one-way experience. Interactive IRL is a real-world portal to a brand's digital world. Through technology and real-time engagement, audiences can interact with, personalize, and influence what unfolds around them.

Examples: AR activations, QR experiences, AI-powered interactions, real-time personalization

Interactive IRL Experiences

Our **Interactive IRL** experiences include:

- **OUTFRONT XTend**, geospatial data-powered augmented reality experiences that transform the real world into a brand's playground
- **OUTFRONT QRad**, responsive QR codes that let an ad's viewers control its content
- **OUTFRONT XScape**, 3D digital creative that leaps off the screen and onto your social media feed.
- **OUTFRONT XPress**, dynamic digital out of home creative that delivers real-time relevance
- **Crowd Created**, a live Snapchat AR experience that marries IRL media with augmented reality to project visitors onto billboards in real time.



IRL Media *Builds Trust*

It's getting harder every day to trust what you see. In these artificial times, people hunger for the real, and IRL media delivers. Its physical presence communicates what pixels alone cannot: that you are for real, that you're serious about what you do and that you're committed to the communities you serve.

IRL media is the **most trusted (72%)** and the **most credible (75%)** of all media formats.

Four in ten view brands advertising in real life as **a signal of confidence and legitimacy**.

That's why including IRL media in a media plan **boosts trust for 53%**.



Source: Kantar/OUTFRONT, 2026

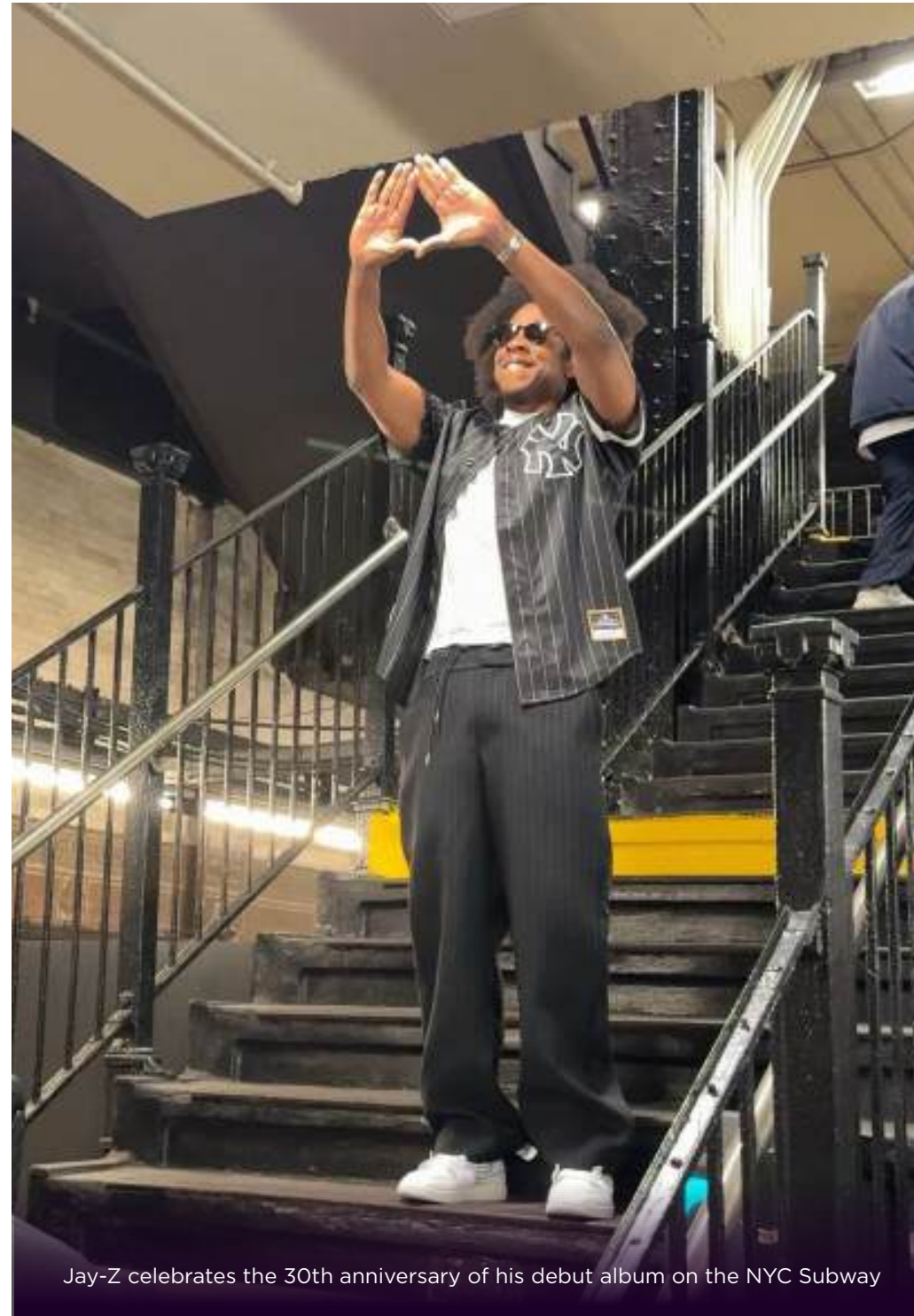
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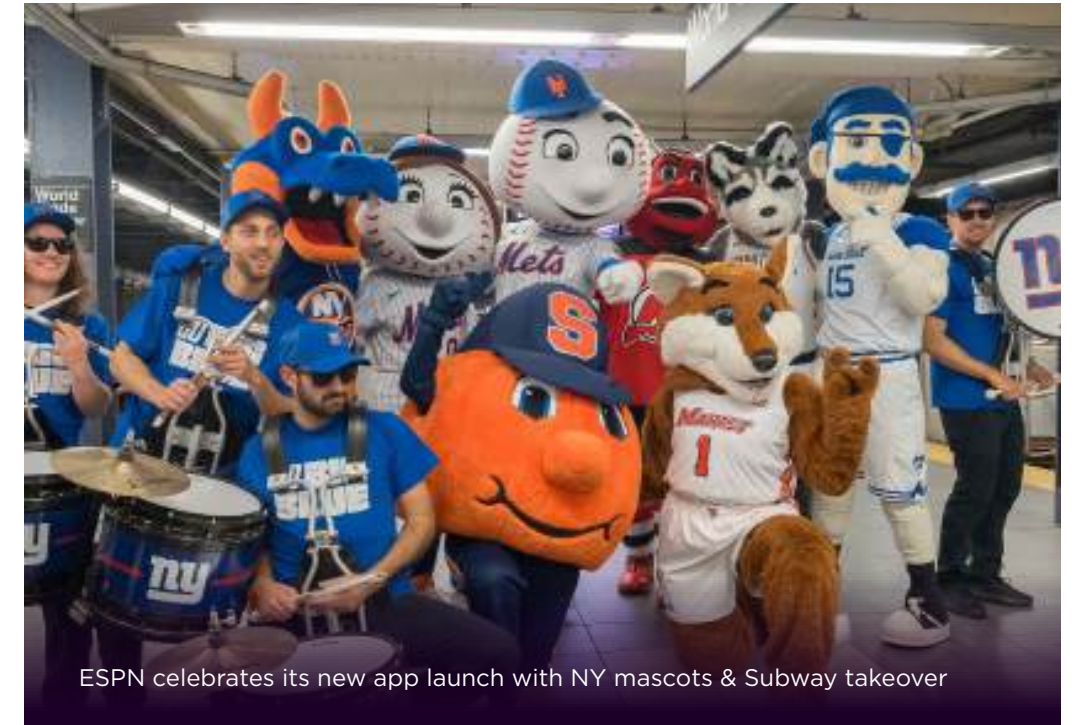
IRL Media *Shapes Culture*

When was the last time you saw a banner ad on your Instagram feed? Probably never.

Most ads stay where you put them. But IRL media is bigger than the canvases that contain it. From innovative creative to immersive activations, this is a channel meant for mainstream crossover and viral reach. No other medium puts brands closer to the beating heart of cultural touchstones like music festivals and sporting events.



Jay-Z celebrates the 30th anniversary of his debut album on the NYC Subway



ESPN celebrates its new app launch with NY mascots & Subway takeover



New York Knicks fans sought out this blue-and-orange subway entrance

IRL Media *Drives Results*

No matter the goal, IRL media delivers measurable brand and business outcomes. It's so much more than a brand awareness supercharger. Savvy agencies and media buyers also use billboards and transit media to launch products, amplify messages, convert customers, and sustain brands.



Launch

There's no better way to introduce yourself to the world than an IRL ad campaign. Because when you do, the whole world takes notice. Tell your brand story in real life, see it resonate, and watch your customers find you.

+36%

Average Brand Awareness Lift (Unaided)



Amplify

It drives 7x the social engagement per dollar and raises the ROAS for every media format it's paired with, especially for big events like the Super Bowl. IRL media seamlessly connects the omnichannel buyer's journey.

+20%

Average Consideration Lift



Convert

IRL media drives results where they matter most: on the bottom line. Whether what success means to you is app downloads, foot traffic, or sales, IRL formats deliver business impact that you can measure.

+216%

Average Footfall Lift



Sustain

Even the oldest, biggest, best-known brands in the world advertise in real life. Why? IRL advertising protects their position by helping brands stay present, relevant, and top-of-mind for when it's time to buy.

+26%

Average Brand Opinion Lift

Sources: Comscore, OUTFRONT benchmarks based on attribution studies from 2019-2026. Results represent average measured campaign outcomes and are specific to the campaigns studied.

Of course, the results of any case study are specific to its facts. We can't guarantee that any other campaign will drive similar results, including increased traffic, end-user activity (clickthrough or secondary action rates), or revenue.

Measurement Solutions

Footfall

The power to move feet. Did someone see the ad, and then visit the advertiser’s physical location? That’s the question answered by footfall studies. Popular with QSRs, auto dealers, and retailers.

Average measured lift: **+216%**



Sales Lift

The power to move merchandise. Did the campaign improve sales? Whether online or in-store, IRL media can make a direct, measurable impact on the bottom line. Popular among CPG and pharma brands.



Brand Lift

The power to move hearts. Did your IRL campaign make your brand more beloved? We can measure critical KPIs like awareness, consideration, intent, and brand affinity.

Average measured lifts: +36% unaided brand awareness, +26% brand opinion, +20% consideration, +21% purchase intent



Tune-In

The power to move eyes. Were those who saw the ads more likely to watch the show advertised? IRL media can lift viewership for both streaming and broadcast television.

Website Visitation

The power to move minds. Did the campaign increase web traffic? IRL media creates the curiosity that powers search and social engagement - and improves mobile CTRs too.

Average measured lift: **+176%**



App Download

The power to move charts. Did the ads drive app downloads and in-app activity? IRL media establishes digital-first brands in the real world, offering the most direct pathway from real-world interest to the App Store.



Sources: Comscore, 2022; OUTFRONT benchmarks based on attribution studies from 2019-2026. Results represent average measured campaign outcomes and are specific to the campaigns studied.

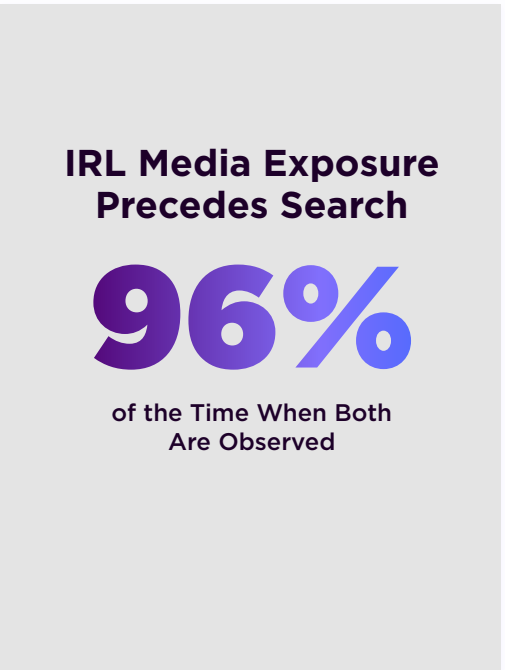
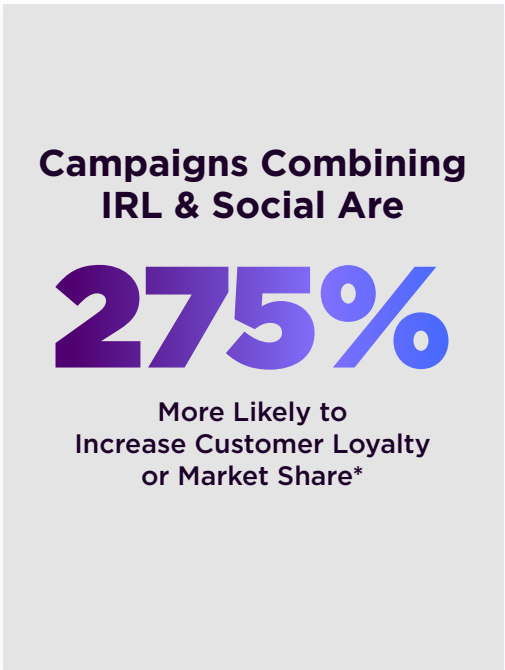
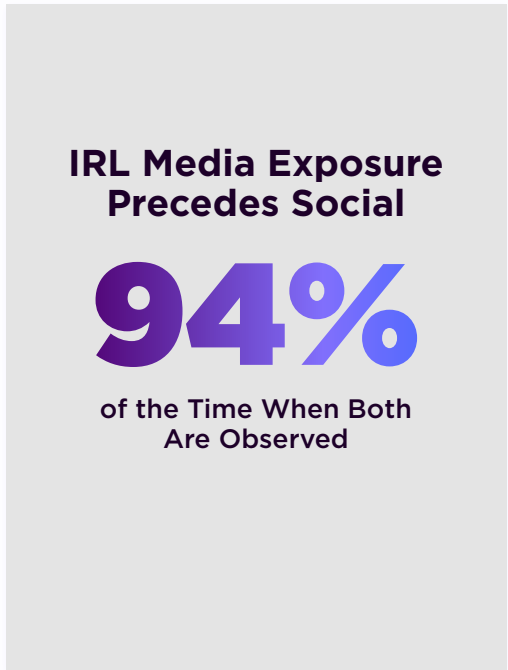
IRL Media Is First Impression, Then Force Multiplier

IRL is the secret sauce that makes everything taste better. It serves as a force multiplier, maximizing the ROI out of any ad format it's paired with. IRL media creates the curiosity that makes consumers take the next step.

High favorability means a good first impression when consumers encounter an ad in real life. Then, when the campaign retargets the consumer digitally, they recognize the advertiser, remember that first IRL impression, and thus are more likely to engage.

Last-touch attribution models understate IRL media's impact - but when it's measured, it's unmissable.

Adding IRL media to a TV campaign makes it **61% more likely to improve customer acquisition, 34% more likely to improve market share, and 23% more likely to improve profit***.



Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallsapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
1	New York-Newark et al, NY-NJ	20,050,150	● ■	●	● ■	● ■ ▲	●	● ■	● ■	
2	Los Angeles-Long Beach et al, CA	12,906,615	● ■	● ■	●		● ▲	● ■ ▲	● ■	
3	Chicago-Naperville-Elgin, IL-IN	9,433,066	● ■	●	● ■	● ■ ▲			● ■	● ■
4	Dallas-Fort Worth-Arlington, TX	8,568,977	● ■	●				●	■	● ■
5	Houston et al, TX	7,990,775	● ■	●				● ■		● ■
6	Miami-Fort Lauderdale et al, FL	6,570,700	● ■	● ■		● ■ ▲	● ▲	● ■ ▲	● ■ ▲	
7	Atlanta-Sandy Springs et al, GA	6,500,242	● ■		● ■					
8	Washington et al, DC-VA-MD-WV	6,499,923	●	●		● ■ ▲	● ▲			
9	Philadelphia et al, PA-NJ-DE-MD	6,354,442	● ■	●						
10	Phoenix-Mesa-Chandler, AZ	5,285,762	● ■		● ■			●		
11	Boston-Cambridge-Newton, MA-NH	5,065,382	● ■	●	●	● ■ ▲	● ▲	■	●	
12	Riverside et al, CA	4,756,416	● ■		●				■	
13	San Francisco-Oakland et al, CA	4,642,509	● ■	●	●	● ■ ▲	● ▲	●		
14	Detroit-Warren-Dearborn, MI	4,406,425	● ■	●	●					
15	Seattle-Tacoma-Bellevue, WA	4,201,019	● ■							
16	Minneapolis et al, MN-WI	3,787,388	● ■	●	●			●	● ■	● ■
17	Tampa-St. Petersburg et al, FL	3,501,575	● ■		●				● ■	
18	San Diego et al, CA	3,303,838	● ■	●	●				● ■	● ■
19	Denver-Aurora-Centennial, CO	3,080,149	● ■	●	●					

Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallsapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
20	Orlando-Kissimmee-Sanford, FL	3,030,311	● ■		■	■				
21	Baltimore-Columbia-Towson, MD	2,856,237	●							
22	San Antonio-New Braunfels, TX	2,830,116	● ■							
23	St. Louis, MO-IL	2,804,563	● ■	●	● ■					
24	Portland-Vancouver et al, OR-WA	2,547,027	● ■	●	● ■					
25	Sacramento-Roseville-Folsom, CA	2,472,018	● ■		● ■					
26	Las Vegas et al, NV	2,444,382	● ■				● ▲	● ■ ▲	● ■	
27	Pittsburgh, PA	2,414,338	● ■							
28	Cincinnati, OH-KY-IN	2,319,184	●							
29	Kansas City, MO-KS	2,273,410	● ■		●					
30	Columbus, OH	2,255,412	● ■	●	■					
31	Indianapolis et al, IN	2,200,693	● ■	●					● ■	● ■
32	Nashville-Davidson et al, TN	2,195,459	● ■							
33	Cleveland, OH	2,165,389	● ■	●						
34	San Jose-Sunnyvale et al, CA	2,004,396	● ■		● ■	● ■ ▲	● ▲	■		
35	Jacksonville, FL	1,822,654	● ■							
36	Virginia Beach et al, VA-NC	1,795,848	●				● ▲			
37	Providence-Warwick, RI-MA	1,707,446	● ■							
38	Raleigh-Cary, NC	1,611,719	●							

Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallscape	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
39	Louisville et al, KY-IN	1,406,798	● ■		●			● ■	● ■	● ■
40	Richmond, VA	1,389,952	●							
41	Memphis, TN-MS-AR	1,333,264	● ■							
42	Fresno, CA	1,194,139	● ■		● ■					
43	Grand Rapids et al, MI	1,187,688	● ■		● ■					
44	Hartford-West Hartford et al, CT	1,175,035	● ■		● ■	●				
45	Buffalo-Cheektowaga, NY	1,158,479	●							
46	Rochester, NY	1,055,808	●							
47	Bridgeport-Stamford-Danbury, CT	981,422	● ■			●				
48	New Orleans-Metairie, LA	956,993	● ■	● ■	● ■					
49	Albany-Schenectady-Troy, NY	918,655	●							
50	Worcester, MA	887,722	●							

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YOUR BRAND, *Our Canvases.*

IRL Media Across Washington DC



Washington DC

In Real Life

Home to the **Nation's Capital**, the Washington DC DMA is a global hub of culture and commerce, widely regarded as a leading center for policy, media, and innovation. With a population of over 6.5 million, it ranks among the **strongest and most influential metropolitan regions in the U.S.** The region is also a powerhouse in growth sectors, from government and defense to technology, cybersecurity, clean energy, and logistics, all driving advancements that shape national and global markets.

Why Washington DC?

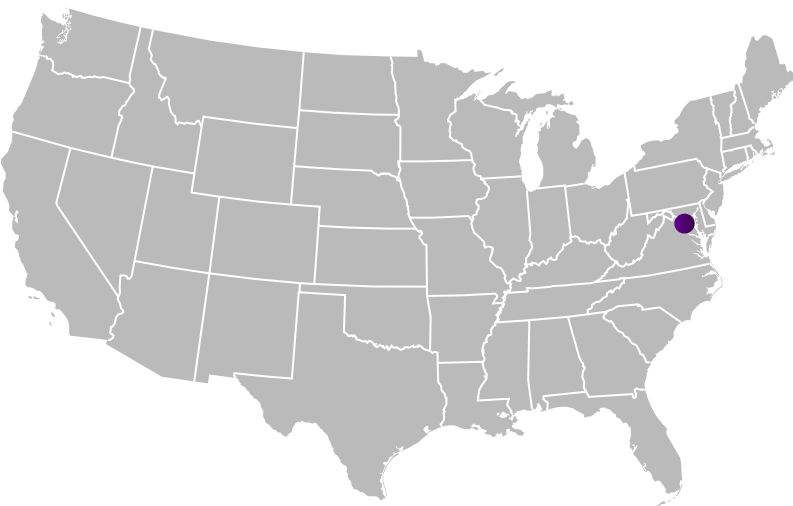
- DC has the **#1 public transit system** in the U.S.
- DC is the **3rd most walkable city** in the U.S.
- Washington DC, Maryland, and Virginia are all in the top 5 **most educated** states in the U.S.
- OUTFRONT media in DC reaches **5 of the top 10 highest median household income counties** in the U.S.
- The heart of “The Cloud” is in Northern Virginia, with **70% of the world's internet running through the DC DMA** region.

In Washington DC, OUTFRONT reaches 99% of the DC CBSA weekly.

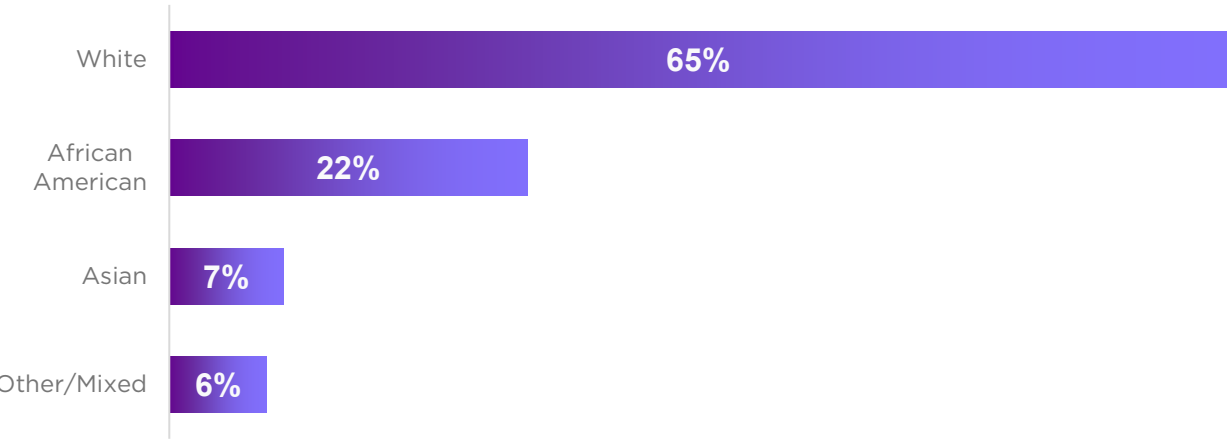


Washington DC

Profile



 6.5 Million CBSA



47%
College Degree or
Higher



138 Mi
Total Miles Traveled
Past Week



48%
White-Collar Occupation



51%
Female



40 Min
Time Spent Traveling To &
From Work Each Day



19%
Blue-Collar Occupation



49%
Male



26%
Took Metro Past Week



82%
Drove Past Week

Media Formats

Metrobus	18	Metrorail	29	Interior Rail Panels	46	Speciality & Experiential	59
Kings	21	2-Sheet Posters	32	Interior Brand Car	47	Interactive Experiences	60
30x215s	22	Dioramas	33	Rail Car Doors	48	Stadium Surround	61
Kongs	23	Banners	34	Rail Ultra Super King	49	Drone Shows	62
Tails	24	Floor Graphics	35	Wrapped Rail Car	50		
Fullbacks	25	Window Graphics	36			Second-Screen Media	63
Ultra Super Kings	26	Faregates	37	VRE Commuter Rail	51	Mobile Network	64
Wraps	27	Station Activations	38	2-Sheet Posters	54	Social Integration	65
Interior Bus Cards	28	Digital Mezzanine Network	39	Interior Car Cards	55		
Brand Buses	28	Digital Liveboards	40				
		Digital Spectaculars	41	Wallscapes	56		
		Digital Escalator Panels	42				
		Station Dominations	43				
		Interior Car Cards	44				
		Interior Headliners	45				



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Metrobus

Metrobus Media

Reach a large audience with bus advertising, offering high visibility with consistent daily views. In Washington DC, buses are **bold, rolling billboards** that deliver unmatched reach, frequency, and engagement across the entire market. Your brand moves with the city, staying front and center in a way that's big, visible, and seamlessly integrated into daily life, giving you the most powerful IRL presence in DC.

Exterior Bus Media

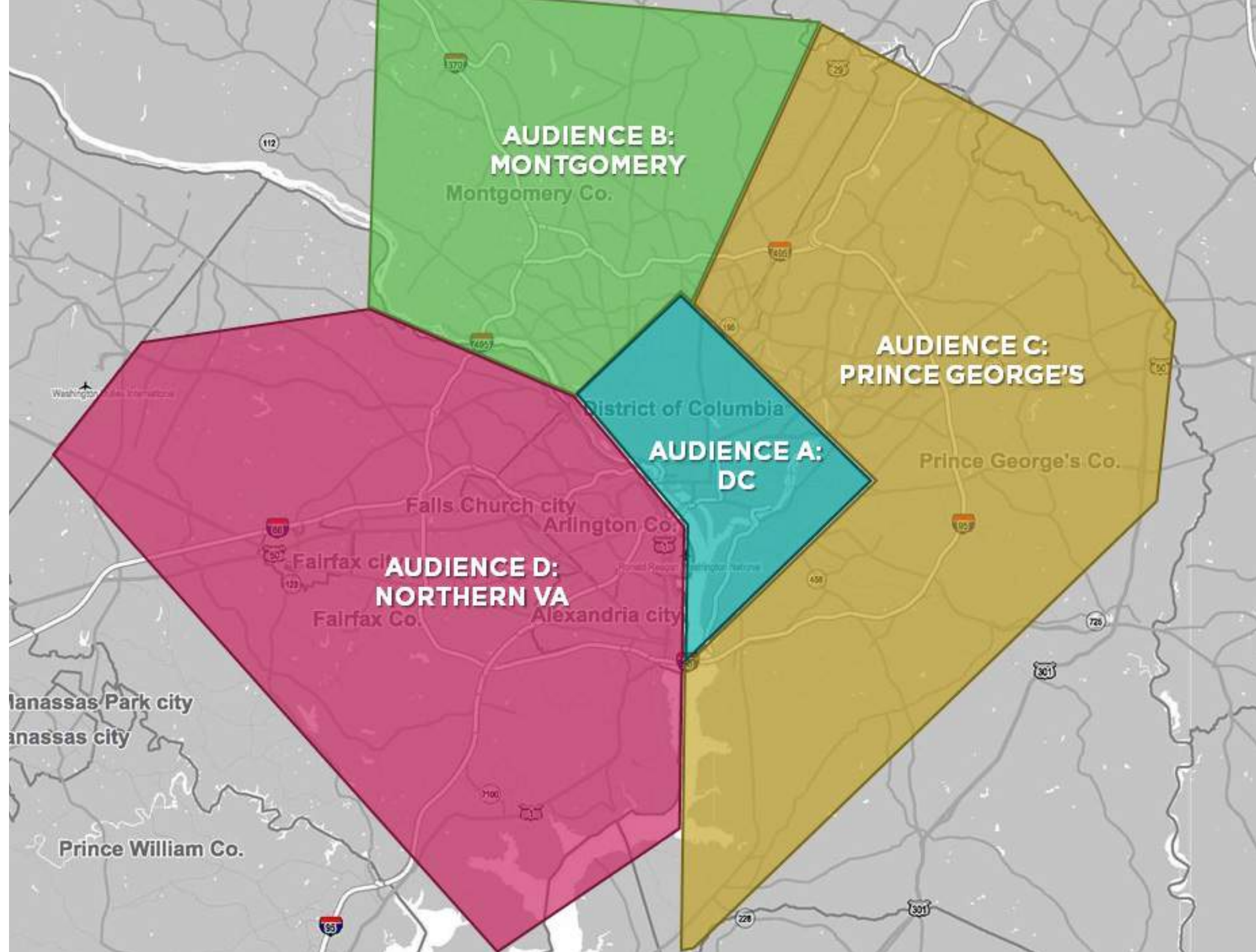
- Kings
- 30x215s
- Kongs
- Headliners, Extensions, & L-Sides
- Tails
- Fullbacks
- Ultra Super Kings
- Wraps

Interior Bus Media

- Interior Bus Cards
- Brand Buses



Metrobus Coverage





Bus King

Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the DC market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

Product Information

- 30"H x 144"W
- Add a Headliner and/or Extension/L-Side for more impact

Coverage

- Metrobus
- Targeted audience on a request basis



Bus 30x215

Strategic placement of your ad on buses gives your message unique mobility. **50% bigger than the king**, 30x215s allow a tremendous amount of added space primed for dynamic creative messaging.

Product Information

- 30”H x 215”W
- Add a Headliner and/or Extension/L-Side for more impact!

Coverage

- Metrobus
- Targeted audience on a request basis



Bus Kong

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout the District.**

Product Information

- 34"H x 228"W
- Add a Headliner and/or Extension/L-Side for more impact!

Coverage

- Metrobus
- Targeted audience on a request basis

Bus Tail

With constant visibility to drivers and passengers, bus tails leave a lasting brand impression. Own the streets with the format that delivers **unmatched reach and frequency**. Whether in traffic or crossing the street, audiences can't ignore this unskippable, ever-present media.

Product Information

- **Standard:** 21”H x 72”W
- **High Impact:** 71”H x 71” W

Coverage

- Metrobus
- Targeted audience on a request basis



Bus Fullback

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression.

Product Information

- Sizes vary based on coverage and availability

Coverage

- Metrobus
- Targeted audience on a request basis





Bus Ultra Super King

Ultra Super Kings travel the bustling streets of DC and the surrounding counties providing advertisers with large format **“rolling billboard” presence where traditional media is zoned out.**

Product Information

- Sizes vary based on coverage and availability

Coverage

- Metrobus
- Targeted audience on a request basis



Bus Wraps

Bus Wraps give advertisers the opportunity to wrap an entire bus and exhibit eye-catching creative that grasps the attention of consumers, **making it impossible to ignore.**

Product Information

- Sizes vary based on coverage and availability
- Wrapped Metrobuses cover the windows between the wheel wells on the street side only

Coverage

- Metrobus
- Targeted audience on a request basis



Interior Bus Cards

Maximize on **long dwell time** and engage **a captive audience** with Bus Interior Cards.

Want more presence? **Brand Buses** offer advertisers the unique opportunity to **completely own the inside of the bus.**

Product Information

- 11”H x 28”W
- 11”H x 42”W
- 22”H x 21”W
- Brand Bus

Coverage

- Metrobus
- Targeted audience on a request basis



OUTFRONT/

Metrorail

Metrorail Media

The award-winning DC Metro offers advertisers **unmatched access to a mobile, affluent urban audience**. With **long dwell times and repeated exposure** in stations and rail cars, Metro creates a truly captive environment. Spanning DC, Maryland, and Virginia, its six lines deliver high-impact engagement at premium locations, making your brand part of the region's daily rhythm.

Station Media

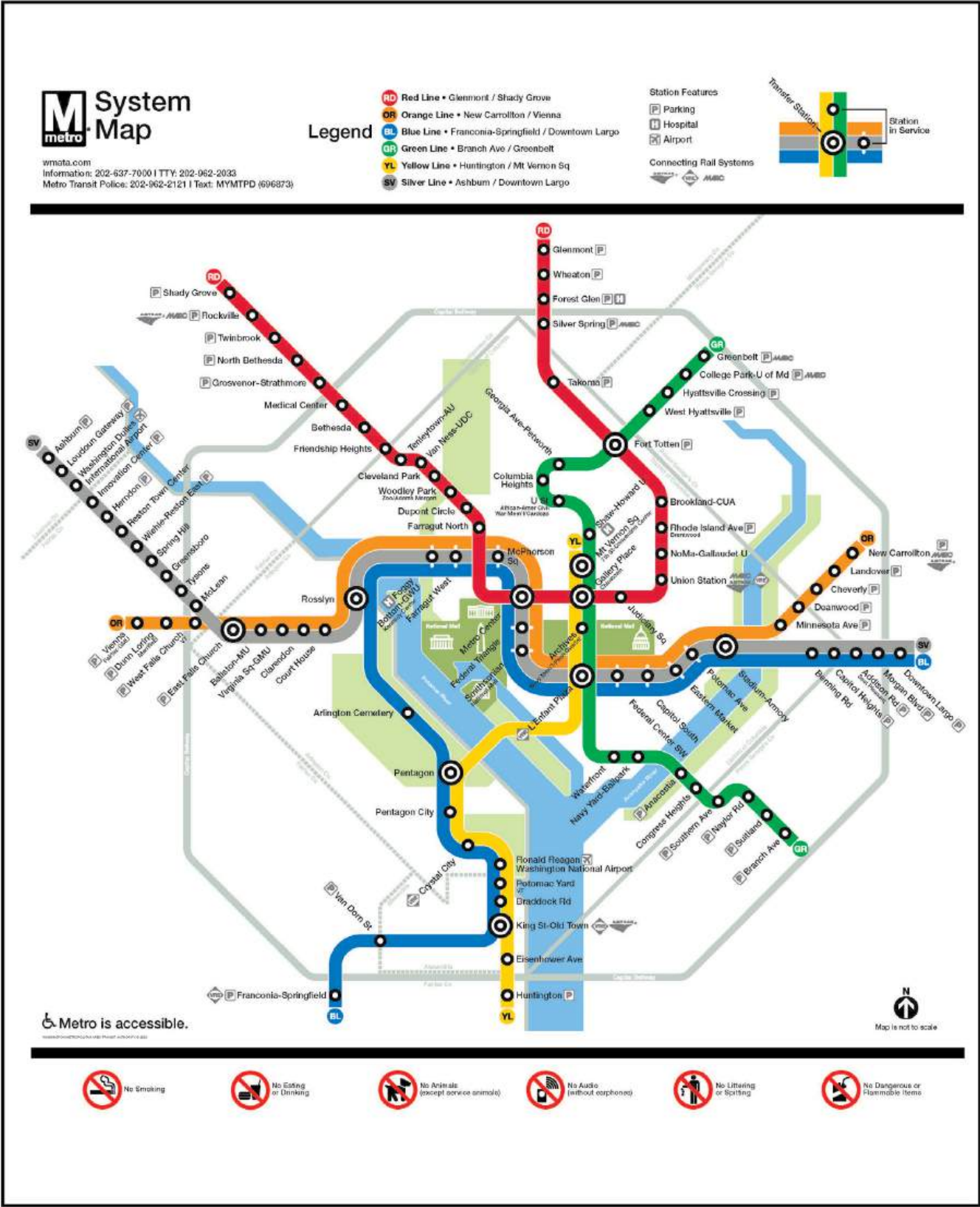
- 2-Sheet Posters
- Dioramas
- Banners
- Floor Graphics
- Window Graphics
- Faregates
- Station Activations
- Digital Networks
- Station Dominations

Rail Car Media

- Interior Car Cards
- Interior Headliners
- Interior Rail Panels
- Interior Brand Cars
- Rail Car Doors
- Rail Ultra Super Kings
- Wrapped Rail Cars



Metrorail Coverage





Rail 2-Sheet Posters

Two-sheet posters deliver high-impact visibility, reaching thousands of daily commuters in a premium, captive environment. Strategically placed and sized for standout messaging, two-sheets offer **repeated exposure and strong brand recall.**

Product Information

- 46”H x 60”W

Coverage

- Systemwide
- Targeted audience on a request basis



Rail Dioramas

Brightly illuminated backlit Dioramas **reach the commuting masses as they wait for the train or enter and exit the stations.** These eye-catching displays are located across the system providing targeted exposure for your creative message.

Product Information

- Backlit
- 43”H x 62”W

Coverage

- Systemwide
- Targeted audience on a request basis

Rail Banner

Demand attention in hectic Metro stations with large, dominant, and vibrant Banners. Positioned atop of rail escalators, fare machines, across platforms, Banners allow an unrivaled connection between your message and audiences.

Product Information

- Sizes vary based on coverage and availability

Coverage

- Targeted audience on a request basis





Rail Floor Graphics

Floor Graphics are the **perfect way to make your footprint in DC**. Positioned directly in the commuter and tourist path, they deliver dramatic visual impact and unavoidable brand presence. With every step, your logo becomes part of the daily journey, ensuring high visibility and lasting impressions.

Product Information

- Sizes vary based on coverage and availability

Coverage

- Systemwide
- Targeted audience on a request basis



Rail Window Graphics

Break riders away from their surroundings in the hectic commuter environment. Striking window graphics stand prominently on the platform and/or entrance/exit ways to ensure that your message is seen.

Product Information

- Sizes vary based on coverage and availability

Coverage

- Targeted audience on a request basis



Rail Faregates

Faregate advertising puts your brand **front and center at the exact moment commuters enter and exit the Metro system**, guaranteeing visibility and engagement. With high frequency and unavoidable placement, faregates offer a powerful way to reach a captive, urban audience in motion.

Product Information

- 22”H x 10”W

Coverage

- Systemwide
- Targeted audience on a request basis

Rail Station Activation

Transform a Metro station into a **fully immersive branded experience** with bold visuals and interactive activations designed to engage commuters in a memorable and personal way. Choose from our pre-approved activation opportunities to turn everyday commutes into memorable moments.

Product Information

- 3 Activation Types, pre-approved by WMATA:
 - Street Teams:** 8-hour minimum
 - Build-Out:** Short-Term - durations vary
 - Build-Out:** Long-Term - durations vary
- Add-on to a Metrorail campaign
- May hand out items (no food/beverage samples)
- Activation locations vary by station

Coverage

- Pre-approved by WMATA:
 - McPherson Square
 - Metro Center
 - Gallery Place
 - Farragut North
 - Farragut West
 - Navy Yard
- Additional stations available upon request





Rail Digital Mezzanine Network

Sold as **one cohesive network across seven downtown Metro stations**, the Digital Mezzanine Network features digital screens on mezzanine levels, **reaching influential federal and business commuters** during high-impact transition moments. This unified buy ensures consistent visibility across some of DC’s most heavily trafficked and desirable transit stations.

Product Information

- 8 Screen Network
- Unit size: 74.4”H x 51.2”W
- Display area: 64.9”H x 36.5”W
- File Pixel Specs: 3840 H x 2160 W
- Full Motion or Static (No Sound)
- Loop Length: 180
- Spot Length: 15

Station Coverage

- Capitol South (1)
- Dupont Circle (1)
- Farragut North (1)
- Farragut West (1)
- Federal Triangle (1)
- Foggy Bottom-GWU (1)
- Gallery Place (2)



Rail Digital Liveboards

Strategically impactful on high traffic platforms with long commuter dwell time, Digital Platform Liveboards can be bought on a network or by station. Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

Product Information

- Screen Size: 65” Vertical
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15
- Advertisers purchase all screens in a station

Coverage

- Select stations systemwide
- Individual station circulations available

*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.



Rail Digital Spectaculars

Digital Spectaculars are large format digital screens in high traffic corridors in the **DC area's most desirable stations**. The screens offer engaging full motion video/ static spots that target commuters as well as visitors to DC.

Product Information

- Various Sizes
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15

Coverage

- Farragut North
- Gallery Place
- Mt.Vernon Sq/Convention Center
- Navy Yard
- NoMa
- Pentagon

*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.



Rail Digital Escalator Panels

Digital Escalator Panels (DEPs) are located alongside escalators viewable to commuters entering and exiting the stations. The screens offer **long dwell time as people ride the escalators**. Reach DC’s most desirable audience at high traffic stations. DEPs are available by the corridor providing a sequential message influencing riders throughout their commute.

Product Information

- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15
- Sold by escalator corridors
- Quantities vary by station. See your account executive

Coverage

- Crystal City (6)
- Gallery Place (8)
- Metro Center (16)
- L’Enfant Plaza (26)

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Rail Station Domination

Dominate the consumer landscape at key, high traffic commuter centers. Station dominations **transform commuters' daily ride into a total "brand experience,"** delivering multiple campaign messages.

Product Information

- Media varies by station

For Digital Media in the Station Dominations, where applicable:

- Of :180 digital loop, on the Liveboards and Spectaculars, :30 is included in the St Dom
- Of :180 digital loop, on the Escalator Panels, :30 is included in the St Dom

Coverage

- Metro Center-Center City
- Gallery Place-Capital One Arena
- L'Enfant Plaza-Government
- McPherson Square
- Foggy Bottom-GWU
- Farragut North-K Street
- Union Station-Transit Hub
- Capitol South-Capitol Hill
- Pentagon-US Dept of Defense
- Federal Triangle-Government
- Navy Yard-MLB Nationals Park
- Dulles-Dulles International Airport
- Reagan-National Airport
- Tysons Corner-Shopping Hub
- Mt Vernon-Convention Center



Rail Interior Car Cards

Reach a **captive audience**. Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of downtown DC means commuters can ‘take in’ your message and identify with your brand.

Product Information

- 22”H x 21”W

Coverage

- Systemwide



Rail Interior Headliners

Unexpected and eye-catching, Rail Interior Headliners create instant awareness when consumers are most attentive. Interior Rail Media provides a prominent presence that yields a lasting impression to the daily metro rider. **While confined to a limited space, consumers are visually drawn to your brand message.**

Product Information

- 11"H x 142"W
- 11"H x 62"W
- 11"H x 45"W

Coverage

- Systemwide

Interior Rail Panels

Amplify your message and stand out with highly visible Rail Interior Panels located adjacent to the rail car doors. This over 5 foot tall, portrait ad space allows a magazine or bus shelter ad to be easily transferred over to reach the affluent and educated DC Metro population.

Product Information

- 64”H x 37”W

Coverage

- Systemwide





Rail Brand Cars

Saturating a car with your ad ensures your message is in view regardless of where a rider sits. Tell your story, feature all of your products, or display multiple messages. With no other brands present in the train, you have the **entire commute to captivate the audience without competition.**

Product Information

- Full Brand Cars A
 - 7 Units of 22”H x 21”W
 - 8 Units of 11”H x 62”W
- Full Brand Cars B
 - 4 Units of 22”H x 21”W
 - 2 Units of 11”H x 45”W
 - 2 Units of 11”H x 142”W

Coverage

- Systemwide

Rail Car Doors

Rail Car Doors are an impactful way to make a statement in DC. This media allows for **dramatic effect** as people anxiously wait for the train car doors to open. **Unique messaging right in front of your audience** when and where they are in need of a distraction.

Product Information

- 75”H x 50”W
- 6 units per rail car

Coverage

- Systemwide





Rail Ultra Super King

Make a huge impact with rail exterior media. **Influence rail riders and vehicular traffic alike**, as they are waiting for the train to arrive or alongside major highways across the region.

Product Information

- 4 units per rail car, 8 units per married pair
- No Window Coverage
- Sizes vary based on coverage and availability

Coverage

- Systemwide



Wrapped Rail Cars

Wrapped Rail Cars are one of DC's most unique media forms. These rail cars are **huge traveling bulletins** that create buzz as they travel throughout the system. Trains go both **underground and above ground** reaching vehicular traffic along key highways such as Route 66 and 267.

Product Information

- Coverage on both sides including doors
- No Window Coverage
- Sizes vary based on coverage and availability

Coverage

- Systemwide



OUTFRONT/

VRE Commuter Rail

VRE Commuter Rail

Reach affluent suburban commuters across Virginia who rely on rail to access downtown business districts. The Virginia Railway Express (VRE) connects brands with this high-income audience throughout their daily journey—on platforms, on trains, and in stations. With millions of riders annually, advertisers gain consistent, real-world visibility among decision-makers traveling to and from work.

Station Media

- 2-Sheet Posters

Rail Car Media

- Interior Car Cards

County Coverage

- Washington DC
- Arlington County
- Alexandria City
- Fairfax County
- Prince William County
- Stafford County
- Spotsylvania County



VRE Commuter Rail Coverage



VRE Rail 2-Sheet Posters

Break riders away from their surroundings in the hectic commuter environment. Situated on the commuter rail platforms and walkways, vibrant and detailed 2-Sheet Posters target key demographics — **educated and affluent audiences.**

Product Information

- 46”H x 60”W

Coverage

- Spotsylvania County
- Stafford County
- Prince William County
- Fairfax County
- Alexandria City
- Arlington County
- Washington DC
- Targeted audience on a request basis



VRE Rail Interior Car Cards

Commuters travel daily into Washington DC and Arlington from upscale Virginia suburbs via the Virginia Railway Express. **Reach an educated and affluent audience** as commuters enter and exit the train.

Product Information

- 22”H x 21”W
- Adhesive Car Cards

Coverage

- Manassas Line
- Fredericksburg Line
- Targeted audience on a request basis





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Wallscapes

OUTFRONT/

A detailed map of Washington, D.C., and its surrounding areas. The map shows major highways like I-495, I-66, and US-1. Key neighborhoods labeled include Northwest Washington, Columbia Heights, Adams Morgan, Downtown, Bloomingdale, Brookland, Mt Rainier, Colmar Manor, Kenilworth, Deanwood, Lincoln Heights, Capitol Hill, Hill East, Navy Yard, Southwest Washington, Fort Lesley J. McNair, Southeast Washington, Anacostia, Hillcrest, Barry Farm, and Crystal City. Landmarks such as the Potomac River, Columbia Island, and the District of Columbia/Maryland border are also visible. The map uses a color-coded system where green represents parks and blue represents water bodies. Major roads are shown in grey, and smaller streets are in light grey. The word "Washington" is prominently displayed in the center-left area.



Wallscapes

Located in heavily trafficked areas and visible from a great distance, wallscapes provide **maximum impact** for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscapes are **perfect for penetrating urban centers** and vary in size, providing endless creative options.

Product Information

- Sizes vary by location

Coverage

- Downtown Business
- Universities/Colleges
- City Center
- Capital One Arena
- NoMa
- Convention Center
- I-695
- New York Avenue
- Nationals Park/Navy Yard



OUTFRONT/

Specialty & Experiential

Interactive Experiences

Super Graphics



Super Graphics turn buildings into brand statements, using advanced lighting technology and adhesives to create stunning visuals that command attention from miles away.

Projection Mapping



Projection mapping casts dynamic visuals and lighting effects onto buildings to create immersive performances that captivate audiences and elevate any brand event.

Drone/Light Shows



Drone shows combine precision choreography with jaw-dropping visuals to tell a brand's story in the night sky. These shows deliver stunning visuals without the risks of traditional fireworks.

Fan Activation



Create a one-of-a-kind immersive fan experience where guests are surrounded by 360-degree, 4K visuals that deliver an unforgettable moment from every angle.

Temporary Event Digital



Leverage large-scale digital screens placed at strategic locations, such as in a Host City for the World Cup. These massive screens support 4K video content.



Stadium Surround

Activate time-bound experiential moments tied to sporting milestones, designed to create spikes in attention, dominate cultural conversations, and generate real-world buzz.

Through timely, contextually relevant messages in close proximity to stadiums and everywhere else that fans can be found on game days, Stadium Surround creates a sense of rarity and urgency that fuels participation, exclusivity, and organic social amplification.

Available in Top 50 Markets



Drone Shows

A new way to own the moment, OUTFRONT’s Drone Shows are coordinated aerial performances that introduce a new dimension of IRL media, transforming the sky into a cinematic canvas where brands can create **unmissable, story-driven moments at city scale**.

It’s the culmination of a larger campaign: the live headline moment that earns media, drives social sharing, and stops crowds in their tracks.

**Not permitted in Washington DC. Permitted in select areas of Maryland and Virginia.*

Available in Top 50 Markets

- | | |
|-----------------------------|-------------------------------|
| • Brand Milestones | • Citywide Celebration |
| • Cultural Festivals | • Championship Events |
| • Concerts | • Product Launches |



OUTFRONT/

Second Screen Media

Mobile Network & OTT/CTV

Amplify Your IRL Campaign Digitally

Seamlessly bridge the real world and the digital **one** with mobile retargeting that reinforces your campaign's message by delivering the same message to their mobile devices and connected televisions.

IRL media exposure makes a brand's audience **more likely to engage** with its ads elsewhere. That's why combining IRL media, television, and digital lifts campaign ROI by 27%.

Products

Proximity Targeting

Retargeting

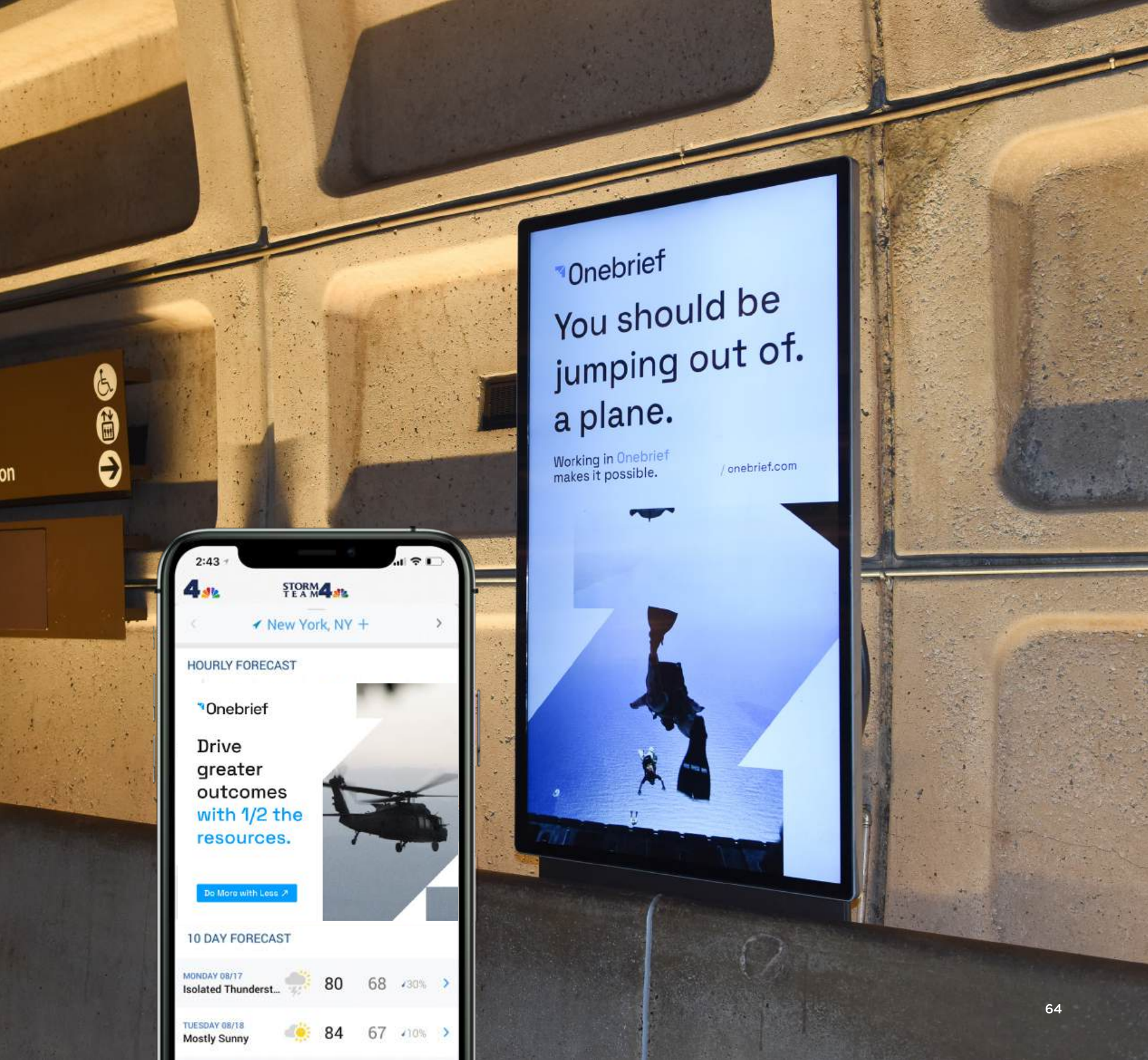
Behavioral or Brand Targeting

Transit system audience targeting

Source: Analytic
Partners, 2024

OUTFRONT

Last Revised 08/14/2026
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Social Amplification

From IRL to URL

IRL media is **timely, unmissable, and culturally relevant**. It reaches and resonates; the audience engages and amplifies. And then you see it scrolling down your social feed.

Maybe it's your favorite creator partnering with your favorite brand on a billboard. Sometimes it's a subway ad that deliberately provokes an emotional response. And once in a while, it's a cryptic inside joke that only makes sense to its intended audience.

IRL media does more than challenge advertisers to show up in the world differently. It rewards those that do. Compared to other ad mediums, it's proven to drive **7x more social posts, 6.5x more video posts, and 5.9x more social searches**, dollar for dollar.

Whatever the reason an IRL ad shows up on your timeline, it's a reminder that physical presence is more compelling than a screen, while still compelling on one.

Source: Comscore, 2022

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Last Revised 08/14/2026
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